A9095-2

REPORT OF March 1986

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 46)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1986	391.1	- 27.7	- 6.6			
1985	418.8	+ 126.0	+ 43.0			
1984	292.8					
CUMULATIVE						
1986	842.5	- 108.2	- 11.4			
1985	950.7	+ 249.5	+ 35.6			
1984	701.2					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1986	958.3	+ 96.0	+ 11.1			
1985	862.3	+ 193.9	+ 29.0			
1984	668.4					
CUMULATIVE						
1986	2460.7	- 524.2	- 17.6			
1985	2984.9	+ 840.6	+ 39.2			
1984	2144.3					

NOTE: + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
DOLLAR TREND BY MONTH March 1986

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1986 MONTHLY	158.1	293.3	391.1										280.8
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	316.9
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5	566.5	580.6	465.6	273.7	233.7
1986 CUMULATIVE YTD	158.1	451.4	842.5										
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6	3062.1	3642.7	4108.3	4382.0	
ORDERS RECEIVED*													
1986 MONTHLY	827.8	674.6	958.3										820.2
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.9	92.2	96.4	348.5	994.9
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0	195.4	83.1	104.7	55.9	714.8
1986 CUMULATIVE YTD	827.8	1502.4	2460.7										
1985 CUMULATIVE YTD	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.7	5645.2	
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0	4640.0	4835.4	4918.5	5023.2	5079.1	
CANCELLATIONS													
1986 MONTHLY	17.8	38.8	21.4										26.0
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	28.9
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1	55.9	46.1	91.3	78.1	11.5
ORDERS ON HAND (End of Month)													
1986	1026.5	1364.8	1918.1										1436.5
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	1700.5
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8	1496.5	951.3	498.5	198.0	1128.8

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

COMPANIES PARTICIPATING - 46 MARCH 1986

Bachmann Industries
Bandai America
Barr
Blazon Flexible Flyer
Cadaco
Carolina Enterprises
Chilton Globe
Coleco
Colorforms
Dolly Toys
Eden Toys
Effanbee
Ertl
Fisher Price
Goldberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Lego
Lionel (Fundimensions)
Little Tikes
Mattel
Mighty Star
Monogram
M & S Shillman
National Latex
Ohio Art
Park Plastics
Parker Brothers
Pines of America
Placo
Playmate Toys
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Sanitoy
Schaper
Skilcraft
Steven
Tomy
Tonka
Tyco

Note: Nu-Cushion, Wham-O, CBS Toys and TSR, Inc. are no longer submitting figures.

Figures for Leisure Dynamics are now included with Coleco's figures.